

A MAGAZINE FOR WRITERS • EDITORS • AND • PUBLISHERS •

# THE Quill

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By Thomas Sugrue

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# THE QUILL

A Magazine for Writers, Editors and Publishers

FOUNDED 1912

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APRIL, 1935

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## AT DEADLINE

By R. L. P.

WHAT one editor has to say in regard to the handling of crime news—

Why a newspaperman should learn to say what he should—safely—

What reasons are there for the teaching of journalism in the high schools?—

Something of the career of Paul Y. Anderson, noted Washington correspondent, and the depression experiences of a young writer who has since made good on a national magazine—

Such, briefly, is your QUILL this month. We'd like to tell you something about the May issue—but beyond advising you that it will have a flavor of travel and foreign experiences, plus other excellent features, we haven't the time or space. And so on to other items.

RECENTLY the Indianapolis *Times* wanted to add two cub reporters to its staff. Talcott Powell, editor of the *Times*, decided to try an experiment. Why not a competitive examination in an effort to select the best fitted and most likely of the applicants?

Fourteen candidates were selected from 160 applicants to take the tests. These included a list of questions regarding the Fire Department, another on the Police Department, one on Government, another on newspapers. The candidates also were taken on what appeared to be a casual trip through the plant. Then they were asked to write something about one of the mechanical departments—this to test their observation.

We asked Mr. Powell to send us the questions. How'd you like to test your knowledge on the first list—the one on the Fire Department? The questions follow—but don't ask us for the answers. Mr. Powell didn't send them!

1. Why do firemen enter a burning building to fight the blaze from within rather than directing their streams from a safe position outside?

2. At what angle is the stream from a nozzle most effective?

3. Define and describe the following: standpipe, deckpipe, cellar pipe, water tower, scaling ladder, pumper, life net.

4. What is meant by the terms one alarm, two alarm, three alarm and general alarm fires?

5. Aside from rescue work, what is

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# CRIME IN THE HEADLINES

## Irresponsibility of the Sensational Press Threatens the Future of Journalistic Freedom

By ARTHUR J. SINNOTT

Editor, Newark (N. J.) Evening News

**W**HAT principles of publicity as to crime should control newspapers and periodicals?

It is much easier to discuss this question than to settle it. Many men of many minds make up the great newspaper fraternity of the United States. Many individuals of widely varying taste make up the newspaper audience of America. In that circumstance it is difficult to give any definite formula, to write any exact prescription in the battle to sustain and encourage a decent public press.

In the long run, the answer must lie with the public itself. This being a democracy every citizen has a sovereign right to say what kind of a newspaper he would like to read—and I am willing to confess that some of the answers from the public are pretty disconcerting to the journalist who wishes to do a clean job.

General principles have been enunciated time and time again. They sound grand when we all adopt them in conference assembled. But when it comes to the execution there is a different story. And that story is the same story of human striving and human imperfection that is found in all walks of life.

**G**IVEN public support, the fight for a clean press has made progressive strides in the United States. Criticize it all you wish, for it should be criticized, the press today is a more useful vehicle than ever for the dissemination of information, and in most communities it is an absolute bulwark against the foes of honest government.

For their part the newspapers must have an increasingly better understanding of their place in the scheme of government. That applies not only to the publication of crime news but all kinds of news affecting the public welfare. In publication of crime news there need be applied only one principle and that is the principle of restraint. Restraint and good taste are constant, but their application must vary according to the circumstance of the crime. The story must be told, if

the public is to be informed accurately of what is going on; if the newspaper is to fulfill its function as a mirror of contemporaneous events.

**Y**OU all have in mind the Hauptmann trial. There has been a great deal of criticism of the way in which that was reported by both the newspapers and the radio. Much of the criticism is valid to the extent that too many newspapers and radio commentators broke the well-founded rule that there should be no comment on evidence while a trial is in progress. I think the way in which that rule of conduct was shattered is shocking.

Unless the sensational press is compelled by the force of public sentiment to show a more sober regard for the solemn processes of justice, the freedom of the press will be in more danger than that created by the antisocial forces which would throttle us. The newspapers that are alive to their re-

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**N**EWSPAPERMEN and their associates in other fields have been discussing the reporting of crime news for many years. Everyone realizes the problem is serious, no one has a solution. It is almost always a current problem with praise or abuse being heaped on the press in various quarters.

The recent Hauptmann trial, the dramatic eradication of some of the nation's "public enemies" and other developments along the criminal front have focused attention anew on the handling of crime news by the press.

Arthur J. Sinnott, editor of the Newark Evening News, discussed the situation recently before the New Jersey State Crime Conference. His observations, we feel, will be of wide interest.

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sponsibility have the right to ask the public to be more discriminating in its criticisms and to bear in mind that collectively and individually it has the power to help.

To argue, as some good folks do, that newspaper stories of crime should be suppressed is to indicate shallow thinking. You would not be holding this conference if you had not been lashed into action by the activity of criminals like the late Dillinger and you would not have had an accurate opinion of Dillinger's danger to society if you had not been informed of his activities by the newspapers.

One must not forget that there are many aspects to what critics of the newspapers loosely call crime news. Cases where the law triumphs ought to be kept before the public and I think we can say that they consistently are. Thus the capture or death of a Dillinger is of first-rate social importance and should be so handled by the newspapers. Yet loose thinkers fail to differentiate between reports of a criminal's exploits and reports of the law's pursuit and ultimate victory. They read of the "end of the trail" of some desperado and say: "I see the newspapers are still playing up this criminal."

**I**T has been charged that by publication of crime stories, the newspapers interfere with the administration of justice. Some such instances may be cited but they are not numerous enough to be of primary significance. By and large, there is no basis for the statement that newspapers tip off criminals. There is more basis for the belief that by keeping the authorities on their toes publicity balks criminals.

Why have our police departments fallen short in law enforcement? It is not because they do not want to do a job. They would do a far better job, they are today doing a far better job than ever before, because they are being free from the politicians who have tried to make police departments an annex to their corrupt political machines.



Give the honest policeman a break and he will give you efficient service. The way to make them even more effective is not to create new police departments on top of existing ones, which only means padding the payroll, but to fight against political control. When you talk about "control" it is just as important to encourage the newspaper to fight political exploitation as it is to discuss publication of crime news. A stiffer fight for clean government would eliminate a lot of crime and if we can ever get that desirable condition you will get an automatic elimination of crime from page one.

In this connection another thing: encourage the newspapers to fight for the abolition of legal technicalities. That can be done by articles designed to help those judges who won't fall for the legal tricksters and who are alert against the fixing of juries. A few more relentless prosecutions, a few more convictions and less loose talk

about crime stories would do a lot to keep crime out of the newspapers. A few years ago they stole the ballots right out of the Newark City Hall. It took a newspaper to expose that crime, for which, I may add, no one has yet gone to jail. There you have a condition more serious than the publication of crime stories, yet we cannot get jury reform in this pleasant capital of ours.

**T**O get back to the newspapers; I believe the newspapers would be helping themselves and lessen criticism if they were more careful as to the emphasis with which they display crime. A proper restraint in phraseology and in heads would help. Do not forget, however, that strong emphasis is frequently required. It is needed to drive home the enormity of the crime. Most of the time the public does not want to be bothered with the problems of society. You have to kick it into attention. I am positive that officials would give us better enforce-

ment if the public were more alive to its responsibility. Check up the officials who do a thorough job and you will be surprised to learn of the small encouragement they get from organized society—especially if the official treads on the toes of the individuals who make up organized society.

Recently Newton D. Baker, a lawyer for whose integrity and learning I have the greatest respect, condemned the "shocking and prejudicial incidents connected with the Hauptmann trial," and suggested that the newspapers delegate a committee to cooperate with a committee of the American Bar Association to fix proper limits of publicity for pending legal proceedings. His condemnation of the hippodroming of the trial I agree with. I can agree to cooperation, but no matter how many conferences are held, the result in the long run will be determined by sane editorial judgment and that will not be universally at-

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## Learn to Write Libel

By C. DUANE NORTHUP

**H**OW often have you wanted to be able to print exactly what you thought about the candidate running on the state ticket for custodian of the public funds . . . but blue penciled the copy before it was actually typed?

How often have you felt the urge to be a fighting editor, direct of the line of Greeley and Godkin?

But that little phrase, "suit for libel," scared you off the battlefield . . . back into the trenches . . . where, from behind spread fingers, you watched the others go into the fray.

Most of the "fighters" were green youngsters, and dropped on the charge forward, but many came out wearing the *Legion d'honneur* for distinguished service under fire. And there you were—crouching in a dugout—fingers in your ears—experiencing neither the risk nor the glory.

**I**F this is your editorial status in life, then it is time to learn how to fight, according to Norman Hapgood, well-known journalist, author, magazine editor and former ambassador to Denmark.

Hapgood is a modern civilian soldier, leading a force of progressive policies through the entanglements of staid conservatism.

A consistent attack on policies, men, and destructive legislation have made him a target for libel suits. Dull indeed was a month in the years from 1902 to 1912 when a libel suit was not directed toward *Collier's* magazine, of which he was the editor.

**H**ERE'S a different slant on this matter of libel. Articles in past issues of *The Quill* and other trade and professional journals have stressed the dangers of libel, pictured presses being yanked out by the roots to appease those affronted by what the newspapers said about them. Speakers have discussed the problem from various angles.

Now comes C. Duane Northup, of Enid, Oklahoma, with an article in which Norman Hapgood is quoted as saying it would be a good thing for journalism and those whom it serves if writers learned how to write libel, to express the things they would like to say and that should be said, in safety.

And it wasn't just hapinistance that that publication avoided paying the cost of the purported injury. It was because Hapgood had "learned to write libel," as he told a group of writers in Boulder, Colo. And he advised them to go and do likewise if they were expecting to take an active interest in politics or social reform.

**O**F course," he said, "there are two types of editors.

"There are those who choose to write about the lighter subjects of life, with but little reference to local or national politics and no instinct at all for developing a public consciousness of right and wrong.

"Then, there are others, like myself, who have a preference for this more constructive journalism, and feel satisfied only when they have attempted it."

This attitude was accentuated and abetted by his education in the Harvard Law School, which proved an excellent foundation for the type of journalism he wished to pursue.

Hapgood found a lawyer's office too confining for his peculiar temperament, and he early abandoned this career to accept a position on the *Chi-*

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# Journalism in the High Schools?

By EDWARD H. REDFORD

Director of Publications  
Phoenix (Ariz.) Union High School

IT seems time to mention one phase of professional journalism until now neglected in any general consideration of the field of journalistic endeavor.

THE QUILL has run stories on newspaper work, on magazine writing and free lance stuff. It has discussed college journalism and work on trade journals. But it has never mentioned the high school teacher of journalism. It certainly is appropriate to put in a word for this journalist—a professional in every sense of the word.

High school journalism teaching can well become one of the most important phases of the profession. This is readily apparent when we remember that it is almost axiomatic that newspapers cannot go beyond their readers' tastes and social intelligence. Any agency which has the opportunity to educate the reading public and develop the proper social attitude and the proper conception of newspapers and what they print seems to me to be worthy of a significant place in journalism.

IT is quite likely that readers of THE QUILL are entirely unaware of the extent of journalism work in the high schools because the rapid rise of this subject to a place of importance in the curriculum has taken place only within the last eight or ten years. Before presenting a brief for the journalism teacher, it is well to take a rapid survey of this new field.

A United States government survey made in 1927 and 1928 showed 230 schools teaching journalism in the United States to 6,639 pupils. The survey was admittedly incomplete. A much more thorough survey of the high school work in this subject which I made in 1930 showed that journalism is taught in the high schools of 33 states and possibly in at least some of another seven states which were unable to give information or failed to answer. Only in Connecticut, Maine, Massachusetts, Mississippi, Rhode Island, South Carolina, Tennessee, and Vermont was it certain that no journalism was being taught.

This study revealed that in the state of Washington alone there were 1,173 high school pupils enrolled in journalism classes in one year.

Nearly every school in the country has school publications. Some schools publish a newspaper, an annual, a handbook, and a magazine. A few high schools even print a daily paper. Weekly papers of seven and eight col-

umns are frequent. Six-, eight- and ten-page papers are common.

AN examination of the set-up of journalism work in a single high school will aid in making clear the importance of this subject in the modern high school.

In Phoenix Union High School, Phoenix, Arizona, five different journalism courses are taught, 120 pupils being enrolled in these classes. At the head of this work is a director of publications who spends his full school day overseeing journalism activities. The school publishes a weekly 7-column paper which sometimes runs as many as 10 or 12 pages.

In this school, the publications receive no financial aid from tax money or from student activity tickets. Circulation and advertising pay the bill. The school board of course pays the salary of the director of publications and furnishes the class room. Other than this, however, no aid is extended. The publications are entirely self-supporting and furnish all equipment used—including typewriters, tables and chairs, shelves and closets, cameras, office supplies, copy paper, library books, and so on.

The budget for this department has run as high as \$8,000 per year. And the publications make money over a period of years. Of course, it is not their purpose to make money, but just the same a comfortable balance has been accumulated against a bad year.

THIS rapid survey of the field of high school journalism has been offered to show that the subject cannot

be overlooked as easily as newspapermen and college instructors seem to think and that it is fast becoming an integral part of the profession of journalism.

Probably the past attitude of indifference and opposition has developed because of a misunderstanding of the aims and purposes of teaching this work in high school.

College men have opposed it because they thought it an attempt to take the place of professional training. They have so bitterly opposed it that sometimes they even refuse to cooperate with departments of education to prepare teachers of journalism. They want to prepare for "professional" work. This attitude is of course discouraging, but it results from a misconception of the functions of high school journalism, which can never be vocational in aim.

The high school journalism course is not a producer's course. Its purpose is not to develop newspaper workers. A student who has edited his school paper has probably learned enough of the technical skills to become an efficient reporter, but he has not had a broad enough education to be intrusted with the privilege of writing for the public. High schools do not attempt to produce anyone prepared for this important work. In one sense though, the high school journalism course is a producer's course. It teaches people how to contribute the articles—society, occupational, and so on—which everyone needs to write sometime or other during his life. But in no sense is this work vocational.

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IS there any need or place for instruction in journalism in the high schools of the land?

Edward H. Redford, director of publications in the Phoenix Union High School, Phoenix, Arizona, says there is—and presents his reasons and arguments in the accompanying article. It was written, he advises, to "wake up some of the newspaper people to the immense possibilities of this work."

Read what he has to say, weigh his observations, then see if you agree with him on this new phase of journalism.

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# FROM THAT TIME ON—

**A**ROUND the fraternity house in the spring of 1930 I heard the boys who were majoring in economics discussing a stock market crash. At the time I was writing a master's thesis for the English department on "The Heroic Couplet," and I frequently asked the economic experts to "shut up or go to the movies," so their chatter would not annoy me. A stock market crash meant no more to me then than Sunday night supper, which was reputed to be bad, but which I never attempted to eat.

When the learned doctors of Washington and Lee University gave me a diploma certifying my craftsmanship in English literature that June, I was still unconcerned. The world, to me, was made up of a number of things, all pleasant, which in good time I would get around to. Meanwhile there was a job at Virginia Beach, Va., for the summer, where the boys and girls would be gathering. To Virginia Beach, therefore, I went.

My employer talked about the stock market crash, too, and bored me no end. Finally I picked up and started north, having decided, since autumn was approaching, to give New York the benefit of my presence. After a careful perusal of the metropolitan newspapers I decided that the New York *Herald Tribune* was the one most suited to me, and went around to offer my services. I really didn't want to work on a newspaper, because I thought it would hurt my prose style

## Why One Young Writing Man Counts the Depression as a Real Friend

By THOMAS SUGRUE

Staff Writer, The American Magazine

(then comparable, I thought, to Cabell's), but I had to have a job while I figured out a way of going to a graduate school for further study, and newspaper work seemed a pleasant undertaking.

Stanley Walker, the city editor, offered me a cigar and I took it. (Since then I have given him at least a hundred, but he never comes back.) Then he said, referring to the introductory speech of Harry Cross, *Herald Tribune* sports writer and a fellow townsman of mine, "They tell me you're a genius."

"I am," I said, igniting a match by the application of my thumbnail to its head. Walker puffed a while in reverie.

"I can't take you on now," he said, "my roster is full. But keep in touch with me and I'll see what I can do."

**T**HEN I went home, to Naugatuck, Conn., and sat down. The longer I sat the more impatient I became. Genius, like a rose in the desert, was blooming unseen. There was a depression. Everybody was being fired or worrying about being fired. Wages were being cut. Shoulder-weeping was the most popular sport of the season. I began to reproach myself for having left, four years before, a safe job in a bank to go to college. The youngsters who had started with me in the bank had new cars now and fat salaries. I was an educated young man, but education was a drug on the market. Editors laughed when I said I could write. They weren't interested in hiring writers. They were interested in getting rid of them. Had I offered to shave their payrolls by a new system they would have welcomed me.

I enrolled in a teachers' bureau, and in the Sigma Delta Chi Personnel Bureau. The teachers' bureau told me of a job in a school for slightly insane boys at \$900 a year, but before I could apply it was snapped up. The Personnel Bureau acknowledged receipt of my registration fee of \$1.

As winter came on things got

drearier. Old men were fired, along with the younger ones, and one that I knew died of heartbreak and worry. Our meals were silent affairs. We were all moody. It was an enemy against whom we had no defense. We could not fight; we could not even protest. My ideal parents, to comfort me, told me to stay home as long as I pleased, so they could remember what I looked like after I went away.

With nothing else to do I took long walks in the afternoons. One day I fell in with a fellow Irishman, an old man with his brogue perfectly preserved. He began to talk about the depression, laughing at it. He said it was the best thing that had ever happened to the country.

"It'll take us back to earth, where we belong," he said. "You can't ride to heaven on ticker tape."

**T**HEN he began to gossip, and tell tales of other days. When I returned home I was chuckling to myself. From that time on the depression was my friend. I can't explain all the philosophy of it, and it wouldn't be interesting. Briefly, I think it was one Irishman showing another Irishman how to cross a field—all you have to do is walk through it, whistling.

After that I worked on the local daily paper (circulation 5,000) as a feature writer and columnist, for no salary. I therefore started at the bottom, laying a firm foundation for a political career, if such should ever appeal to me. At Christmas the boss gave me \$50 dollars as a consolation prize, but I didn't need consolation. By that time I was enjoying life more than life was enjoying me. The local dramatic club had absorbed my histrionic talents, and I was strutting the stage nightly (we rehearsed two months for a two-night stand) in the role of a spavined derelict of Harvard, '12, who ended up as a traveling salesman. Meanwhile I wrote a novel and a book of verse, and after they were turned down, justly, I had a bonfire party and burned them, page by page.



Thomas Sugrue

WHEN spring came back I made a rendezvous with it at Virginia Beach again (I have always been a sucker for sun-tan blondes), and stayed there until August. In that month I was sent to New York to do some errands (meanwhile I had dug for treasure, unsuccessfully, for two weeks) for my host. While there I dropped in on Walker. He didn't give me a cigar, but he offered me a job. I started work the next day.

The depression and I had been friends for some time then, but I was ready to begin work. I had learned something about newspaper work; I had written and destroyed the inevitable and always bad first novel and first book of poems; I had rid myself of the insidious plague of *collegiana intelligensia*; and I had pretty nearly exhausted my wardrobe. All but the latter was velvet, but I had gotten as much from idleness as was possible.

During the next six months I existed as comfortably as is possible in purgatory. It wasn't hell because I knew it would end, but it was pretty bad. I had to learn my way around New York City; I had to learn the names and middle initials of every Tammany chief and ward boss and every city official, Columbia department head, professional after-dinner speaker, big-shot gangster, church prelate, and front-page crasher; I had to master Walker's style book; I had to fathom the remarkably inaccurate news services; I had to learn to use a morgue and a journalistic library; I had to write obituaries and obituaries and obituaries.

"This gentleman," the voice would purr in my ear, "has just cooled off. Please, embalm him in terse, concise, gem-like prose."

Or, "Look after these dry divers (suicides who jump from buildings)."

THERE were night assignments, too. Sometimes I got two in one night, or three. Once I had eight in five nights, and I was so weary when I wrote the last one that I spelled the name of the principal character four different ways in three paragraphs. I got pretty tired of chicken, too, and turkey. I don't believe anything else is ever served at testimonial banquets.

All this was due to my friend the depression. No newspaper was over-staffed, and there was plenty of work for everyone who had a job. In lush times I would have warmed a chair for days before getting an assignment. As it was I frequently had half a dozen stories in one afternoon and a night assignment.

Gradually the assignments got better, and consequently fewer. I wrote

SUPPOSING the managing editor of a national magazine called you by telephone and invited you to lunch without revealing what he had on his mind. Supposing that after you had settled yourself at a table with him that he casually asked how you would like to go around the world for the magazine.

Wouldn't that sort of excite you? Wouldn't you think you were hearing things, dreaming?

Well, that's just what happened to Thomas Sugrue, graduate of Washington and Lee University, who is and has been for the last several months engaged in writing a series of unusual travel articles for the American magazine.

You will enjoy this account of his experiences. And, if you are one of the many college trained would-be newspaper or magazine men who have been unable to make good connections because of the depression, this article should bring you new courage, new hope.

longer stories, and they got better positions. Older and more experienced men were leaving for various reasons (better jobs on magazines or in Hollywood usually) and experienced, high-priced veterans were not engaged to replace them. Instead the youngsters were thrown into the breach.

In addition my salary, every time it was paid, was worth more to me. Prices kept going down; everything was cheaper. After a year I got a raise. Suddenly I was affluent. My friend the depression had kicked me upstairs. In 12 months of depression I had gained years of experience. By the end of another year I was a veteran—not in point of service, but in point of assignments covered and copy written.

ONE morning in January, 1934, the late Hugh Leamy, managing editor of the *American Magazine* called up and asked me to lunch with him. I did not catch his name exactly, being half asleep, so on my way downtown I bought a copy of the magazine and memorized the editorial staff. We went to the Dutch Treat Club and sat in a corner, picking at fruit cocktails. Finally Leamy said: "How would you like to travel around the world for us?"

I don't remember the rest of that meal. Two weeks later I sailed on the "Europa," and have been going ever since.

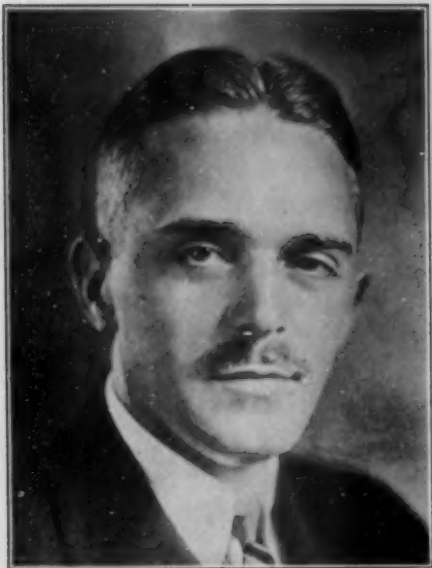
That is what my friend the depression did for me. Not that it couldn't have been done without a depression. Not that it could have been accomplished without the beneficent aid of Walker (the greatest of all city editors, and the most kindly and understanding, in my opinion) and Leamy. But it would have taken longer. The depression speeded things up by throw-

ing me into the breach, as young soldiers were thrown into the breach in the latter years of the World War.

THEY tell me, nowadays, that the depression is nearly over. I pay no more attention to them than I did to the economic students who talked of the stock market crash back in the spring of 1930. The depression I know—my friend—is here to stay. He brought us back to our senses. He took our minds off ticker tape and limousines, and put them back on hard work and simple enjoyments. He took us from night clubs and sent us on picnics. He cleaned our bookshelves of psychopathic bilge and gave us back Dickens and Thackeray and Keats. He took the sunflowers from our fists and put callouses in their place. He brought us, as the old Irishman said, back to earth. Plenty of people are unemployed, but remember that there is a law of survival of the fittest. Civilization nowadays takes care of these people. A century ago they would have starved, or frozen to death, or rotted of disease.

There is a job for everyone who wants it, and who has ability and energy and determination. All he has to do is keep his head up and keep looking. Empty platitudes, those, aren't they? So is that one about the survival of the fittest, but it works. The jobs nowadays begin lower in the scale, with less wages, but for the young man—especially the college graduate who needs deflating—that is an advantage. And the advancement is more rapid. The road has been cleared of obstacles. The speed limit is raised. All you have to do is step on it. The rest depends on how many cylinders you have in your machine and how highly it is geared. And that was settled the day you were born.





© Harris & Ewing

Paul Y. Anderson

**T**WO Washington correspondents sat in the lounge of the National Press Club, in Washington, "talking shop."

"You hear a great deal these days about crusading journalism," remarked one of them, "especially about crusading newspapers."

"Yes, that's true. There are a lot of papers like that today," responded the other.

"But you seldom hear talk of a crusading newspaperman," continued the first. "But just the same there are a great many reporters and correspondents who are typically crusading newsmen. We have some good examples here in Washington."

"Who, for instance?" asked the other.

"Well, one of the best examples is Paul Y. Anderson. You know him, of course. He's with the *St. Louis Post-Dispatch*—has been for years—and for a long time wrote regularly for the *Nation*."

"Oh, yes, I know Anderson. He won the Pulitzer prize one time, didn't he, for something he uncovered during the Teapot Dome investigation?"

"Yes, that's true, but his winning of the Pulitzer prize is only one of a great many such things he has done."

"Can you tell me about some of the others? I'd like to know more about him."

"Well, it happens that I know Paul's story pretty well."

"Fine, let's have it from the beginning."

**P**AUL ANDERSON was born seven years before the turn of the century, back in '93, at Smoky Mountain,

# ANDERSON, OF TH

## Whose Flair for Something Him an Outstandi

By LESLIE ERH

Managing Editor, Congression

Knoxville, Tenn. He comes of good, old, battling southern mountaineer stock. Two of his great-great-grandfathers, as a matter of fact, were killed in the Battle of King's Mountain.

"He got into the newspaper game at an early age. He started as an office boy for the *Knoxville Journal*—the same kind of job in which Adolph Ochs started. They both worked, though at different periods, for Captain William Rule, editor of the *Journal*. Captain Rule, by the way, was a grand-uncle of Anderson's and held the distinction of being the oldest living newspaper editor in the United States.

"After a few years, Paul became, at the age of 17, a reporter on the *Journal* and has been hard and fast at reporting ever since.

"After a year or so he went, in 1912, to the *St. Louis (Mo.) Times*, shifted his connection in 1913 to the *St. Louis Star* and in 1914 to the *St. Louis Post-Dispatch*. He has been with that paper without a break since; in other words, for more than 20 years. His work has included every run on the paper, a post as re-write man, Sunday feature writing and editorial writing.

"His career has been shot through with drama, almost from his first assignment on the *Post-Dispatch*. He began covering East St. Louis, which, as you know, is across the river in Illinois, and at that time was deemed the most corrupt and vice-ridden town in America. He set forth to expose gambling, corruption and the like on every hand and kept up the job for three years.

"You can well imagine in such case that he made a great many enemies. He was thoroughly hated by a lot of individuals who would only too readily have seen him done away with. At one time a bounty of \$700 was placed on his head by some of his bitter foes. He was barred from the city hall, the police station, and all public buildings. He even had a fist fight with the mayor.

"The situation headed for a climax in July, 1917, when the famed race riots broke out. During those riots 42 people were killed and several hundred were injured. Anderson himself went through the rioting and tells—if you can ever get him to talk of the matter—of seeing, with his own eyes, 18 persons done to death.

**B**UT the duress was not over for Paul with the conclusion of the riots. In 70 cases of murder and assault approximately 20 men against

whom he testified went to the penitentiary. The House of Representatives of the United States investigated the rioting and held hearings. They kept Anderson on the stand for seven days without a break.

"Reflecting in great part to the credit and achievement of Anderson, the exposure of conditions during that hearing resulted in the complete wreck of the political machinery in East St. Louis. The form of government even was changed from Aldermanic to Commission. The committee made it an especial point to commend the work of this daring young reporter for what he had done to clean up the town. They celebrated the fact that he ran a 'daily risk of assassination for three years.'

"And then, following the race riots, this square-jawed chap dug out evidence that sent to the penitentiary the biggest of dope peddlers. To indicate something of the youngster's courage, I might point out that he spent one night in a cell with a fellow charged with murdering his father. As a result of this night in jail with the shadow of death lurking at his elbow he got information which enabled him and the police to trap 'Big Henry' Wilsman as a peddler of dope and send him to Leavenworth for two years.

"That was in 1918.

"There were other incidents during his stay in St. Louis, let's jump to the time he came to Washington five years later, or in 1923.

**T**HE first story Paul got on to in Washington was an apparently inconspicuous Senate investigation to which no one else was paying attention. But Paul's flair for something to uncover had not led him astray. The investigation turned out to be nothing more nor less than the international Teapot Dome scandal.

"Before the scandal broke, however, there were days when Anderson was the only reporter attending the hearings. As a matter of fact this went on for approximately two months before the disclosures of corruption



# THE POST-DISPATCH

## Everything to Uncover Has Made Outstanding Newsman

LESLIE ERHARDT

Congressional Intelligence, Inc.

came out. And once these were out, of course, all the reporters in Washington flocked to the hearing.

"Everything seemed to have settled down to quiet again and the Senate Committee's activity apparently was over. But then it was that Paul got busy. It seems that the so-called Continental Trading Company had purchased about \$3,000,000 in Liberty Bonds, of which \$230,000 had been found in former Secretary of Interior Fall's possession. Paul raised the question of what became of the other \$2,770,000 and got the Committee to reopen its investigation to find out what had become of this money.

"You remember well enough that the bonds were traded to Harry Sinclair, Harry Blackmer, James O'Neill and Robert W. Stewart. You remember, too, how, as a result of the investigation, Blackmer and O'Neill fled to Europe, Blackmer taking up permanent residence in Paris, and O'Neill entering a monastery in Italy where he died.

"You will recall also that the Rockefeller ousted Stewart as head of the Standard Oil Company of Indiana and that the Government recovered a large sum in taxes. Then, as the records show, Stewart was indicted for contempt of the Senate and perjury but was acquitted on both counts. The contempt charge came as a result of his refusal to answer two questions, which, I might take pains to point out, had been written by Paul Anderson and handed to Senator Nye of North Dakota, a member of the Committee, to put to the witness.

"Paul's activity in getting the investigation reopened and these consequent disclosures caused him to gain the Pulitzer prize in 1928.

**P**AUL has covered a good many investigations in the Senate since that time, including the investigation of Harry Daugherty, Attorney General under the Harding régime, the famous and vitriolic Lobby Inquiry, the Air Mail Fraud investigation and the present Munitions investigation.

"Besides these he brought about another investigation—that of the House of Representatives into the conduct of Federal Judge George W. English of East St. Louis. He was instrumental in getting the Judiciary Committee to look into Judge English's activities and, as a result, the Judge was impeached and resigned the day before his trial was to open in the Senate.

"Outside of Congress Anderson has covered a good many trials which, in a sense, are similar to the Senate and House investigations. Among these have been the Loeb-Leopold trial in 1924 in Chicago; the heresy trial of Bishop Brown of Cleveland (you will remember that the Bishop was convicted), and the Scopes evolution trial at Dayton, Tenn. He covered also the nationally famous Seabury investigation which resulted in the resignation of Mayor Walker of New York.

**I**F I might digress a little, one time when I was talking to Paul I asked him what he considered the best story he had ever covered. He told me it 'broke' during the Scopes' trial.

"The immediate occasion was the cross examination of William Jennings Bryan by Clarence Darrow. I asked him why he considered it the best story. His answer was: the men themselves, their fame and their personalities, one of them eloquent and impassioned, the other philosophical. Too, there was the backwoods setting with the testimony interrupted by shouts of 'Amen' and 'Praise God.' The cross examination took place in the open court yard under the trees with the mountains for a back drop.

"Further, there was the subject, one

of the profoundest and most elemental in all life, that of religion. Anderson said that a story could not be invented with so much possibilities to it.

"It is hardly necessary to call to your mind, of course, that the story was made even more indelible by the death of Bryan three days later, after Darrow—as so many describe it—made the famed Commoner the 'laughing-stock of the world.'

"I might add, as an aside, that probably one thing which made the story indelible to Anderson was the fact that it all took place within 40 miles of where he was born.

"And I guess there are many other reporters who figure just the same as Paul does about that story. I remember well enough myself that it was back in 1925 and 125 lucky members of the press took part in covering it.

**I**N the matter of investigations and trials and the laws generally, Anderson went to London and wrote a series of articles on the British system of criminal justice. Then, too, one of his best stories came in 1930 when he went to Chicago and after six weeks' investigation wrote a story on the theme that Samuel Insull controlled Chicago through the dual combination of a corrupt civil government and the criminal element. That story you might be interested to know contained some 15,000 words and was carried in a single edition of the St. Louis Post-Dispatch.

"Besides investigations and trials, and so forth, naturally Anderson has done a lot of other kinds of reporting. He covered, for instance, the National Convention in 1924 and accompanied Senator LaFollette in his campaign for the presidency. Likewise he toured the country with Al Smith in his campaign for the presidency in 1928.

"With the coming of the New Deal,

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**T**HEY'RE at the center of things, they watch history in the making and at times have a hand in shaping its course—those men who serve the press of the country as its Washington correspondents.

What sort of men are they? What are their backgrounds? What were the steps, the paths, that took them from points throughout the country to the nation's capital?

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you know well enough, Anderson has covered the N. R. A. and came to be a close friend of General Johnson.

"Beside his fortnightly articles to the *Nation* over a period of many years, Paul has written for various other magazines, including, among them, the *Smart Set*, *North American Review*, and the *New Republic*.

"Since I seem to be telling you Paul's story pretty much in full, I might as well add that his favorite sport is golf and that he plays an expert game, having a handicap of 12. He is married and has two sons and a Dachshund."

## Crime in the Headlines

(Continued from page 4)

tained unless the public is willing to use its power to rebuke yellow journalism.

IN cases like the Hauptmann trial, the court itself can do much to control the situation. If the lawyers want to parade across the front page by making statements outside the courtroom, if they want to ballyhoo themselves before the microphone, as some of them did, they can be called to order as officers of the court. Do not forget that much of the difficulty comes from the American craving for publicity. If the newspapers were to open up and to tell about the gents who like to have their name in every edition—favorably, of course—one might get much material for a thesis on human vanity.

In judicial proceedings, there should be no restriction on reporting the facts that occur in the taking of the evidence. There should be no comment on the evidence. And while I have no authority to speak for the American press, I believe I can safely say that if the court would try to control the publicity seekers who are officers of the court, we will have a much happier state of affairs than we have recently witnessed.

You have the remedy in your own control. The press that wants to do a clean job will be powerless in this fight unless the people will provide support. The sensational press would not be encouraged to go to extremes if it were not certain that the public would provide it a ready market. So, don't blame the newspapers before you examine your own habits. It is axiomatic that you get the kind of government you vote for—and you get the kind of newspapers that you favor with your patronage.

## Journalism in the High Schools?

(Continued from page 5)

The high school people have aroused prejudice against themselves because they have encouraged the idea that the chief aim of journalism is training in composition. If this were the big reason for teaching this work in the high school, the attitude of the rest of the journalism profession would be justifiable. The composition phase is important of course and was probably the most important value received from the early teaching of the subject. But now we are coming to have a higher view of the purpose of high school journalism.

HIGH school journalism is largely a consumer's course. As such it is probably more practical and more needed than any offered in the schools. Pupils have practically 100 per cent use for it, for everyone of them will become a consumer of newspapers. In other words, it trains readers of newspapers rather than producers of newspapers. Any course which teaches the names of the better papers over the country and why they are better, which helps the reader know what it is that makes a paper a good one, which shows the social obligations of a newspaper, any such course is important to the profession of journalism. This consumer's course teaches the high school student how to read the newspaper, it arouses interest in the news, and usually it develops interested readers of newspapers. It teaches the reader to discriminate between the truth and exaggeration; it teaches him how to interpret what the paper says.

Because of these values, high school journalism has become a social science as truly as are civics and economics to be classed as such. As further evidence of the truth of this conclusion we might mention that work on high school publications develops a student's social self as few other high school subjects can do. It teaches ability to meet people, develops self-confidence, encourages the use of the typewriter and telephone, exerts the pressure of the deadline, and establishes a certain amount of orderly thinking and habits. For these reasons as well as for its consumer's value the study of journalism in the high school has surely become more than a composition course.

AFTER arguing for recognition of the work of the high school journalism teacher, it seems appropriate to mention the teacher.

It is true that at present many of these teachers are very much unprepared to fill the high task we have set for them, but it is just as certain that by experience and study many have fitted themselves for this important job. It is for recognition of these latter and for understanding of the work as a whole that we are arguing.

It seems fitting that colleges should offer courses for the training of journalism teachers. Not the classes now taught—two- or three-hour courses dealing largely with the fundamentals of newswriting and taught by a man experienced in newspaper work but often inexperienced in real high school journalism teaching.

These classes should be technical and should prepare for the work ordinarily taught in high school, going beyond the elementary phases of news story construction. One course could well deal with the production of the newspaper and another with the production of the yearbook and other publications. One class should certainly prepare prospective teachers to teach journalism itself.

The most important feature of this preparation of teachers should be the college instructor himself. Too often in the past this man has been someone well-known for his achievements in the newspaper field, someone whose experience will sound well in the university catalogue. For the classes proposed in this article, the instructor must have had his qualifying experience in the high school journalism field itself. He is to develop teachers and not reporters.

You may be inclined to argue that this college instructor first of all needs actual newspaper experience. But stop and consider the experience a journalism teacher in one of the larger schools has had in the publishing line. He has had to run a business enterprise on a business basis. He has probably had the job of publishing a paper and a book. He has had 100 people under him—and none of them knew anything about their jobs when they started to work. He must know the fine points of printing, photography, art, engraving, make-up, business and advertising technique as well as reporting and editing. He may never have worked on a city newspaper, and yet the chances are that he would know as much about the field of publishing newspapers and books as he would had he been on the copy desk of some city paper all his life.



## ◆ THE BOOK BEAT ◆

### FAMOUS BRITISH LIBEL CASES

#### Two Notable Biographies Recall Courtroom Dramas

By TOM MAHONEY

Editorial Staff, Buffalo Times

**T**REMENDOUS libel suits, involving figures as high as the King, were a large part of the legal career of Sir Rufus Isaacs before he became Lord Chief Justice of England and Viceroy of India. Accordingly they receive many pages in his recent biography, "Lord Reading and His Cases," by Derek Walker-Smith (Macmillan, 1934).

This volume and another biography, "Carson, the Advocate," by the late Edward Marjoribanks (Macmillan, 1932) together give almost a complete account of important libel cases in England for a quarter of a century. As most American libel laws are derived directly from the English, the cases are of interest to newspapermen on both sides of the Atlantic.

The two books present many suits from the standpoint of both plaintiff and defendant for Edward Carson and Rufus Isaacs, the most brilliant barristers of their time, opposed each other in scores of cases. One of these involved what is believed to be the largest libel settlement on record. This was \$750,000 from the *Daily Mail* and other newspapers of Lord Northcliffe to William Lever, the soap manufacturer.

**S**IR RUFUS appeared for the newspapers and Lord Carson represented Lever. The case arose over a campaign conducted by the *Daily Mail* against a great soap trust planned by Lever. The discovery that soap materials could be used in the manufacture of margarine and other foodstuffs caused an advance in the price of materials. Upon the advice of his retailers, Lever first met the situation by reducing the size of his bar from one pound to 15 ounces. He further planned an association of manufacturers with the idea of eliminating expensive competition.

The *Daily Mail* charged that the weight reduction was to deceive the public, that formation of the trust was costing many soap workers their jobs, that raw materials were cornered to raise prices and that inferior fish oil had been used in Lever soap. Stories were captioned with headlines such as

"Soap Trust" Arithmetic, How 15 Ounces Make a Pound," "Squeezing the Public, Trust Soaps Already Dearer," "Sad Blow to the Poor." As a result, Lever was forced to restore the pound bar, abandon the merger and the shares of his company dropped \$1,000,000 in value.

The case was tried at Liverpool, in the vicinity of Lever Brothers' model factory, Port Sunlight, and in addition the *Daily Mail's* evidence was such that its only hope was in forcing Lever to admit that his project had higher prices as its aim and that what the paper described had taken place. Sir Rufus Isaacs was unable to do this in an epic cross examination and the case against the *Daily Mail* was settled for \$250,000 without reaching the jury. Half a million more was reported collected from the associated newspapers.

Sir Rufus appeared with more success for the press in another Liverpool case as defense counsel for Sir Edward Russell, editor of the *Liverpool Daily Post*. Eight members of the Liverpool Licensing Committee brought a criminal libel action against the editor over an editorial criticizing the manner in which they were administering a new liquor licensing act. Sir Edward pleaded not guilty on the ground that the article was true, published in the public interest and contained no imputation of corrupt or dishonest motives.

During cross examination the great advocate secured the admission from one of the eight plaintiffs that he had read the article without construing it as an imputation of corrupt or dishonest motives. The counsel closed with an address in behalf of freedom of the press and the right of editors to criticize public officials. The jury acquitted the editor in 18 minutes and he was carried from the courtroom by a cheering crowd.

**L**ATER, as Attorney-General, Sir Rufus Isaacs successfully prosecuted a criminal libel action over a newspaper story involving no less than King Edward, ruler of Great Britain at the time. The story charged that

King Edward was a bigamist. He was accused of marrying, while Prince of Wales, an admiral's daughter on the Island of Malta thereby making his subsequent marriage to Queen Mary illegal. The story was written with names by a Republican agitator named Mylius who was London correspondent of *The Liberator* published in Paris, France.

The only true statement in the story seemed to be that the admiral mentioned was the father of a daughter. The situation presented some difficulty, however, for the prosecution as precedent prevented King Edward testifying and the case had to be kept clear of political bias. Sir Rufus Isaacs summoned as witnesses the admiral named, his daughter, and others from Malta. Except for an attempt to call the King for questioning the defendant made no defense and was sentenced to a year in prison.

Immediately after the sentence was pronounced, Sir Rufus Isaacs stilled the courtroom with a gesture and held the crowd spellbound while he produced and read a document.

"I am authorized by His Majesty to state publicly that he was never married except to the Queen, and that he never went through any ceremony of marriage except with the Queen," read the Attorney-General. "And

## Interpretation

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further that His Majesty would have attended to give evidence to this effect had he not received advice from the Law Officers of the Crown that it would be unconstitutional for him to do so. That statement, my Lord, is signed by the King himself."

**F**RESHER in the American mind is the criminal libel case 16 years earlier of Oscar Wilde, the poet and playwright, against the Marquess of Queensbury, noted in the annals of sport as the author of rules for boxing. This case was based on a five-word note written on a card. It was a triumph for Carson and proved the ruin of Wilde who instigated the action.

Suspecting the playwright of homosexual practices, the Marquess sought to end the friendship of his poet son, Lord Alfred Douglas, and Wilde, then at the peak of his fame. The pugnacious Marquess quarreled with both and finally left for Wilde at a club a card upon which was written "Oscar Wilde, posing as a Sodomite."

Evincing considerable discretion, the club porter placed the card in an envelope and gave it to Wilde when he appeared. No one else would have seen it had not the playwright instituted a criminal libel action against the Marquess whose solicitors took his case to Carson. He took the case only reluctantly as he and Wilde had been classmates at Trinity College in Dublin.

Honors were with Wilde at first in the trial. His brilliant replies to questions brought laughter at the expense of the apparently plodding barrister. The laughter ceased as cross examination forced one damaging admission after another from the witness. To protect him from the testimony of a score of youths, Wilde's attorneys threw up the case. The Marquess then turned the defense evidence over to the public prosecutor. Wilde was arrested and after two trials sentenced to two years of hard labor in Reading where he wrote "The Ballad of Reading Gaol." Carson had nothing to do with this prosecution and even suggested that the case be dropped.

Lord Carson, as he became, gained for the *Evening Standard* what it considered a victory in a great libel suit brought by the Cadbury firm of cocoa and chocolate makers. The *Standard* charged the Cadburys with knowingly buying slave-grown cocoa from Portuguese colonies from 1901 to 1908 while politically and publicly supporting a movement to end such trade. The Cadburys had really been concerned about the situation but had not ended it upon advice of the British Foreign Office which hoped to negotiate with

Portugal. Lord Carson appeared for the newspaper and Sir Rufus Isaacs for the Cadburys. After 55 minutes of deliberation, the jury returned a verdict for the plaintiffs but set the damages at one farthing, the smallest coin of the realm.

Among the other cases described in one or both of the biographies are Chamberlain vs. The *Star*, The Marconi Scandal, Ben Tillett vs. The *Morning* newspaper, W. S. Gilbert vs. The *Era*, Havelock Wilson vs. The *Evening News*. Without libel connection but of great interest are the Chapman and Seddons poisoning cases, the litigation following the sinking of the Titanic, the Slater Detective agency case, the Archer-Shee controversy, and the trial of Sir Roger Casement.

## AT DEADLINE

By R. L. P.

(Continued from page 2)

the principal function of a hook and ladder company at a fire?

6. What do the following terms mean in connection with fire fighting—back draft, to wash down, to ventilate, to mushroom?

7. (a) What is the purpose of the rescue squad? (b) Name some of the equipment it carries.

8. (a) What is the purpose of the salvage corps? (b) At whose expense is it maintained?

9. In the event that a fire is large enough to require more than the usual amount of equipment allocated to the district in which the blaze occurs, how are the districts from which this additional equipment is drawn protected until its return?

**NOTES**—Here's a tip for QUILL readers interested in fiction and article writing—the March issue of *Author & Journalist*, published in Denver, Colo., contained the quarterly "Handy Market List" of some 700 periodical markets—Max Miller, who I'm sure needs no introduction to newspapermen, has written another book, "The Man on the Barge," just published by E. P. Dutton & Co. I'm taking off an evening to enjoy it soon. Speaking about books, Thomas W. Duncan, of the Des Moines *Register* staff, is the author of "O, Chautauqua," just brought out by Coward-McCann. Moreover, "News Stories of 1934," edited by Frank Luther Mott, of the University of Iowa, and a staff of co-operating editors, has just appeared. If it measures up to "News Stories of 1933," and I'm sure it will, it deserves a place in every writer's library.



## WHO «» WHAT «» WHERE

CHARLES M. RAY (Indiana '32) married Miss Florence Gould of Cranford, New Jersey, on Nov. 28, 1934. Mr. Ray recently bought an interest in the Cranford Citizen and Chronicle and is serving as secretary of the corporation and managing editor of the paper.

\* \* \*

STANLEY GOODMAN (Pittsburgh '29) has been made general sales manager of the Artplus Hosiery Mills, in charge of sales, publicity, and advertising. He has been with R. H. Macy & Company for five years, in both the merchandising and management divisions. His new offices are located in the Empire State Building, New York City. He is planning a trip around the country soon, and while in various key college and university cities will talk on the advertising situation as it now is in New York City.

STUART F. LEETE (Stanford '27) and Miss Gertrude Hayes were married in San Francisco, March 1. They are making their home in San Francisco where Lette is editor of a trade journal.

\* \* \*

AL WILSON (Washington '25) has been switched from the Paris bureau of the AP to London.

\* \* \*

CURTIS D. MACDOUGALL (Wisconsin Associate), editor of the Evanston (Ill.) News Index, announces the appointment of ROLAND E. WOLSELEY (Northwestern '28) as city editor. Mr. Wolseley was formerly book and feature editor of the News Index.

\* \* \*

DAN FRISHMAN (Washington '34) is in the Seattle office of INS.

HUGH G. BALL (Oregon Associate) and E. P. SANNICHSEN of the Hood River (Ore.) News received the Sigma Delta Chi award for the best weekly newspaper in Oregon for 1934. The award was presented by Leslie Stanley, president of the University of Oregon Chapter.

\* \* \*

JOSEPH B. COWAN (Texas '29), publisher, San Saba (Tex.) Star, recently spoke before the mid-winter meeting of the Texas Press Association in Austin on "Putting Modern Ideas Into a Country Newspaper." Mr. Cowan also spoke to a group meeting of University of Texas journalism students on "The First Ten Years After Being a Freshman."

\* \* \*

JOHN F. SEMBOWER (Indiana '34) has assumed his duties in Washington, D. C., as assistant secretary to U. S. Senator Sherman Minton of Indiana.

\* \* \*

BOB TRUMBULL (Washington ex-'34), police reporter for the Honolulu Advertiser, was married last fall to Miss Jean Musson, University of Washington junior.

\* \* \*

LEE SHIPPEY (Missouri Associate), veteran columnist of the Los Angeles Times, was honored recently at a dinner of 250 members of the Hollywood Writers' Club. The dinner was in honor of the publication of Shippey's new book, "Where Nothing Ever Happens."

\* \* \*

LYTTLETON TEMPEL (Washington '33), former editor of the University of Washington Daily, is now giving a daily news broadcast over radio station KPCB in Seattle.

\* \* \*

MR. and MRS. GEORGE A. BRANDENBURG (Northwestern '29) announce the birth of a 6-pound 10½ ounce son, Richard George, February 21, at the West Suburban Hospital, Oak Park, Ill. Brandenburg, national treasurer of Sigma Delta Chi, and Chicago correspondent of Editor and Publisher, reports that the little fellow takes his morning stack of waffles and syrup vigorously.

## Learn to Write Libel

(Continued from page 4)

cago Evening Post at the munificent salary of \$5 a week.

A long period of training on the Post, the Milwaukee Sentinel, and the New York Evening Post followed before he began active editorial work on the Commercial Advertiser with Lincoln Steffens and later as editorial manager for Collier's.

"The art of writing libel is comparatively easy," he said.

IT requires only that you adhere to two basic principles. In the first place you have to guard the construction of your thought. For instance, I wouldn't say "Betty Brown killed her mother." But I could say that Betty Brown had been staying out late at night, had been convicted of shop lifting, and that the mother had died shamed by her daughter's inobedience.

"There! I didn't say that Betty Brown killed her mother, yet the public senses it, and the public will say it!"

His second principle is to keep a keg of "dynamite" in the safe pending the visitation of the plaintiff's lawyers.

When they complain of the gun-fire leveled in their direction and say, "Look here, Mr. Hapgood, you know you can't set out to ruin a man's reputation this way," he simply shows them the storehouse of dynamic information which he has not yet used, and the

case is usually averted. "Did you know this about Mr. Jones?" he asks.

THAT was the method he adopted when conducting his most spectacular campaign against Town Topics, a gossip sheet.

It was also the method used in conducting his most important case—an exposure of the patent medicine business. This was followed shortly by a similar exposure of quack doctors.

Naturally, the magazine's editorial policy was concerned with all Congressional reforms, and Hapgood played an active part in the passage of the Pure Food and Drug Act.

A point on which Hapgood places great stress in the writing of controversial editorials is the discriminate selection of the words in which they are couched. In other words, he feels that with the correct medium . . . the correct word . . . words of subtle inference and description . . . he can imply that which he has to say much more cleverly than if he had to resort to stilted language or trite phrases.

"If you are interested in the kind of editorialism that succeeds in educating and reforming, you will often find it necessary to say things of a libelous nature," said Mr. Hapgood.

"But it is not impossible to cultivate the fine art of saying them, and yours will be the strongest position in the world for having learned it."

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## «» AS WE VIEW IT «»

### CITY ROOM EXAMINATIONS?

**F**EW newspapers ever have gone about the selection and organization of their staffs on a careful, analytical basis designed to find the best fitted men and women for the positions open. This has been true despite the significance and importance of the job the press is expected to do.

Men and women have been chosen in a more or less haphazard fashion—because the hiring editor liked their appearance, their “line,” or because someone recommended them for the place.

Experience, background, fitness, education, inclinations or ambition too often have been touched upon superficially, if indeed at all. That isn’t true in every instance, but it is true more times than it should be.

Moreover, if a choice post on the paper became vacant—that of literary critic, columnist, drama critic, movie editor or similar specialized assignment—too often the vacancy was filled without due regard to the attributes or lack of them on the part of the man or woman given the job. Maybe it simply went to the one who “asked first.”

There has been a change in this situation since the depression, however. Newspapers, it appears, have been more careful in selecting men and women to fill vacancies.

Several newspapers even have gone so far as to place the filling of openings on a competitive basis. For example, the *Indianapolis Times*, which recently selected two “cubs” on the basis of an examination made up of several lists of questions. Fourteen individuals took the tests, the 14 having been selected from 160 applicants on the basis of their letters of application.

About the same time this experiment was being undertaken, the *Philadelphia Record* wanted a columnist. William F. Hawkes, the *Record’s* managing editor, decided to let staff members compete for the job, each applicant to submit the type of local column that he would like to undertake. There were 35 competitors.

The winner—and we hesitate to say so because cameramen always have seemed to us to be about the cockiest of

the newsgathering army—was a photographer who “never had written a line” before the contest.

Maybe such contests or examinations are not the perfect method of filling openings—but at least they appear to be sincere efforts to find the best men for the jobs open. More of that sort of effort, more thought in the selection and placing of men and women in reportorial and editorial positions will mean a lot to the journalism of the future.

### THE PUBLIC’S MEMORY—

**S**OME time ago, *Editor & Publisher* asked certain questions concerning the New Deal of 50 of the nation’s leading editors.

One of those questions was: “Do you think the wide and active public interest in government and economic problems resulting from the depression will continue when and if recovery becomes more general?”

Seventeen of the editors answered the question “Yes.” Thirty-one of them said “No.” Two were undecided or did not vote.

With all respect to the opinions of the 31, we’d like to line up with the 17 who replied “yes” to the question.

Newspapermen have long held that the public little cared what went on in the world as long as it had some new sensation, catastrophe or sporting event to discuss from day to day. They have observed that “the public soon forgets” or that “the public memory is very short.”

Maybe so. But the events of the last few years have been burned deep. Men and women have been stirred to think, to weigh, to consider as never before. They have been putting their minds and memories to work. Maybe they will forget all about unemployment insurance, old age pensions, and other social topics and problems when prosperity returns—but here is a suggestion they will not. Further, that the newspaper that keeps abreast of social and economic developments will find plenty of receptive and appreciative readers.

## AS THEY VIEW IT

### HANDLING AND MISHANDLING THE NEWS

**M**ANY newspapers show a wretched sense of proportion in their presentation of the news. Sensations are made out of things not in themselves sensational; trivial incidents are magnified beyond their importance. A glance at the first page of some of our journals that are supposed to spread enlightenment creates the impression that they are edited by morons for morons. The reader, after pouring through columns depicting the seamy side of life, is left convinced that little good is to be found anywhere. He gains almost no information that contributes to his understanding of the real progress the world is making. The reformer takes these frightful examples of journalism, and, with his customary obliquity, levels his indictments against the entire press.

“Another class of newspaper exhibits no particularly vicious tendencies, but judged by the best professional standards little can be said for it. The purpose of this class is solely to make money; it sells its rather scaly product much as fish is sold at the wharf. It gives the news, after a fashion, shows scant regard for the niceties of editing, abounds with irrelevant pictures and crack-brained features, and either has no opinions to express or lacks the ability to express them. Such newspapers are perhaps innocuous, but should desuetude be their ultimate fate journalism would be the richer.”

“Moving up a step to the newspaper that clothes itself with a greater appearance of respectability, we find the news given with some semblance of order, with headlines that do not exaggerate the text, with features less numerous but of better quality, and an editorial page that too frequently says nothing but says it passably well. The theory of such journalism seems to be that every precaution should be taken to admit no opinion that by any chance might offend a subscriber. If a department of the paper is set apart for the publication of letters to the editor, a word of caution is perhaps printed that controversial topics should be avoided.

“But despite the many examples of bad and futile journalism, there are plenty of newspapers that meet the exacting standards by which President Angell says the press should be judged. Thanks largely to them, the average person is today better informed concerning what is going on, both at home and abroad, than ever before. They present the news with clarity and understanding, and although they mirror life as it is, the emphasis is not placed on that which is of ill-repute. Whether it be the effects of the depression or not, the public is now seeking the light of truth for its guidance with an earnestness seldom before shown, and the newspapers of character and substance are doing their best to reward the search.”—MAURICE S. SHERMAN, editor, the *Hartford (Conn.) Courant*, in an address at Yale University.



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**T**HE Personnel Bureau of Sigma Delta Chi, now in its eleventh year, continues its service to employers and members of the fraternity, following its sound policy —

« Puts the Right Man in the Right Place »

The requests of employers for trained and experienced men in editorial, advertising, teaching, radio and allied fields are given careful attention. The records of each registrant are examined in order to meet the most exacting requirements in each inquiry so that employer and employe can be served to the advantage of both.

Openings satisfactorily filled by the Personnel Bureau during the last two weeks in March included:

Publicity writer to handle railroad promotion campaign.

Rewrite and file man for a radio press bureau service.

Editorial worker on house organ.

Assistant editor for a large trade journal.

This service is free to employers. Members of Sigma Delta Chi can receive the aid of the Bureau three years for only \$1. A small placement fee — smaller than any commercial fee — is charged when placement is made.

## PERSONNEL BUREAU

of Sigma Delta Chi

James C. Kiper, Director

836 Exchange Ave.

Chicago, Illinois

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**N**EWSPAPERS are more and more coming into their own. Manufacturers are turning to newspapers as their principal medium because the exclusive advantages of newspaper advertising are becoming more and more apparent.

When the national advertiser and advertising agency executive reads his weekly copy of **EDITOR & PUBLISHER** he does so because he wants to read about newspapers, newspaper advertising, its trends, opinions and circulation.

He wants to keep in touch with the newest developments in newspaper advertising and merchandising. Agency executives, advertising managers, sales managers and merchandising managers read **EDITOR & PUBLISHER** with unusual thoroughness because it's the newspaper advertiser's "textbook" which best satisfies them. In **EDITOR & PUBLISHER** they are not bewildered by articles on direct mail, street car cards, outdoor advertising, magazine advertising or technical articles on copy writing, art work, printing layout, package designing. Here they get the newspaper subject—the newspaper story completely.

This is the kind of audience **EDITOR & PUBLISHER** attracts and that is the kind of audience you want to reach with the story of your market and your medium.

Wise advertisers will use newspapers to stimulate greater buying and we know that the wise publisher will gain more national advertising by advertising the advantages of his newspaper regularly in **EDITOR & PUBLISHER**.



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